

**Edina Art Center Board Meeting
Meeting Minutes
City of Edina, Minnesota
Edina Art Center Studio 14
October 25, 2012
4:30 P.M.**

I. Call to Order

Chair Bouassida called the meeting to order at 4:35 p.m.

II. Roll Call

Members Present: Bill McCabe, Hafeed Bouassida, Dana Lappin, Barbara La Valleur, Ray Meifert, Colin Nelson, Kitty O'Dea, Thomas Raeuchle, and John Swon.

Students Representatives Present: Anna Ellingboe and Melissa Stefanik

Staff Present: Michael Frey, Interim Director, Edina Art Center; Ann Kattreh, Assistant Director, Parks and Recreation

Community Members Present: None.

III. Approval of Meeting Agenda

Chair Bouassida reported that Mr. Keprios will be retiring from his position as Director of Parks & Recreation with the City of Edina at the end of this year and stated that Ms. Kattreh has been offered that position with the City. He congratulated Ms. Kattreh on her new position.

Chair Bouassida noted the meeting agenda had been circulated and asked if there were requests for additions or changes.

Mr. Frey recommended moving item 6F, Arts & Culture Working Group, to earlier in the agenda and suggested that item become 6B.

The agenda was approved as amended.

IV. Adoption of Consent Agenda

A. Approval of Minutes – Regular Meeting of September 27, 2012

Chair Bouassida asked if there were changes or corrections to the minutes of the Regular Meeting of September 27, 2012. No changes voiced.

Motion by Member Meifert and seconded by Member La Valleur that the Art Center Board approve the September 27, 2012 meeting minutes as presented.

Ayes: Bill McCabe, Hafeed Bouassida, Dana Lappin, Barbara La Valleur, Ray Meifert, Kitty O'Dea, Thomas Raeuchle, and John Swon. Motion carried.

V. Community Comment

There were no comments made.

VI. Reports/Recommendations

A. Edina Art Center Consultant Report – Board Recommendations - Action

Chair Bouassida stated that at this time, the Board has heard the presentation of the Report from Sutton & Associates and most of the Board also attended the presentation Mr. Sutton gave to the City Council.

Member Raeuchle stated that the City Council meeting went smoothly and felt that the Council is very supportive of the Art Center and the arts in general. He believed that the Council seemed to agree with the work of the EACB, as they have directed the Board to continue their work to determine the next steps for the Art Center.

Chair Bouassida advised that the group that had worked through the process with Mr. Sutton (Bouassida, Raeuchle, Lappin, and McCabe) met with Mr. Frey following the Council meeting to create the recommendations for the Council, which are presented to the Board tonight.

Chair Bouassida read the recommendation aloud to the Board, which states that the EACB endorses the Report created by Sutton & Associates as presented and recommends that the Council instruct staff to proceed with the recommendations within the Report.

Member Meifert believed that the recommendations were a bit weak and should include specifics, including dates, to create deadlines. He explained that if specific dates are included it will ensure that the actions take place by a certain time.

Chair Bouassida expressed concern that the inclusion of dates could appear as the EACB being overly aggressive to the Council.

Member Raeuchle explained that something cannot be gained without asking. After further discussion with the board, Member Raeuchle agreed that dates could be included and volunteered to revise the recommendation to include those dates, with those being the hiring of a full-time Executive Director to occur by December 1, 2012; a Plan for the restructuring of staff to occur by March 31, 2013; development of a plan to broaden the reach of the EAC in the community to occur by March 31, 2013; finalizing a new mission statement for the EAC to occur by January 31, 2013; and the Needs and Use Assessment and the Facilities Assessment to be completed by June 30, 2013.

Member O'Dea asked for clarification in regard to the information that would be gathered and the benefits of the Needs & Use Assessment, compared to the Facility Assessment.

Chair Bouassida explained the difference between the two assessments that will be completed.

Ms. Kattreh commented that if the Board would like a consultant to be used for the Needs & Use Assessment, it would need to be specified in the recommendations to ensure budgeting for the expense.

Chair Bouassida confirmed the language, "...a professional consultant to conduct a Needs & Use Assessment..."

Member La Valleur questioned should specify that Mr. Sutton conduct the Assessment because of his wealth of knowledge gained from recently completing the Report for the EAC.

It was the consensus of the Board that the recommendation should not specify specific consultant name(s), but the Members recognized that Mr. Sutton would be a great fit because of his knowledge of the EAC.

Motion by Member Raeuchle and seconded by Member La Valleur that the Art Center Board fully endorse the Report prepared by Sutton & Associates as presented and recommend that the City Council instruct staff to proceed with the recommendations laid out in the Report and the recommendations by the Board.

Ayes: Bill McCabe, Hafed Bouassida, Dana Lappin, Barbara La Valleur, Ray Meifert, Kitty O'Dea, Thomas Raeuchle, and John Swon. Motion carried.

B. Arts & Culture Working Group

Member Raeuchle provided an update and advised that a new intern, Brendon Johnson, is now assisting in the collection of data. He advised that the Working Group is reviewing the information that had previously been gathered and is attempting to identify additional issues. He reported that there is a desire for additional art space in Edina, noting limitations of existing facilities within Edina. He advised that the group is currently reviewing space within the City to determine if any underutilized buildings could be used or opened for better use. He reported that the next issue identified was a lack of communication. He explained that the Art Center is currently seen as a place for people to learn different arts but is not seen as a place for local artists to gather. He stated that there is a perception that Edina is not art friendly because of specific Ordinances or "rumored" Ordinances. He stated that the group is recommending that the Board be changed from the EACB to the Edina Arts and Culture Commission, in order to reflect a larger mission and show more support for arts in the City.

Motion by Member Raeuchle and seconded by Member Nelson that the Art Center Board recommend to the City Council to change the EAC Board to the Edina Arts and Culture Commission to reflect its broader scope and ambition, namely to support and be a more central resource and voice for all artistic and cultural activities in the City.

Further discussion: Member McCabe questioned if this action would be too early in conjunction with the upcoming Arts & Culture Working Group Report to City Council.

Member Raeuchle stated that in his discussion with members of the Council he was advised that this would be a good time to for all of these things to occur.

Member O'Dea suggested that the background information to the City Council should state that this was developed by the Arts & Culture Working Group and in conjunction with the Sutton Report.

Member La Valleur stated that she is excited by this action, as she feels this will open up the Art Center to all artists within the community.

Member Nelson agreed that the Art Center could be seen as a central place to give local artists a voice and connect to other artists in the community.

Ayes: Bill McCabe, Hafed Bouassida, Dana Lappin, Barbara La Valleur, Ray Meifert, Colin Nelson, Kitty O'Dea, Thomas Raeuchle, and John Swon. Motion carried.

Mr. Frey advised that the Arts & Culture Working Group will meet next Tuesday, October 30th and confirmed that this would provide sufficient time to meet the deadline for the next City Council packet.

C. Edina Film Festival

Member Swon presented a copy of the program guides, which have been passed out to the public, and will be given out at the opening of the Edina Film Festival beginning tonight at 7:00 p.m. He hoped that all available Members will attend, and thanked everyone for their assistance in spreading the word via social media. He advised that that the event has ten films, five of which are short films. He summarized the local advertising efforts, which included local publications, KSTP, and social media. He reviewed the numbers from the Facebook efforts, noting that 104,000 people in the Metro area saw the ad for the event three to seven times, and 22,000 people have mentioned the event in their posting on the site. He advised that in addition to the films that will be featured there will also be some question and answer sessions.

The Board congratulated Member Swon for all of his efforts on the Film Festival.

D. Members' Juried Show

Mr. Frey reported that a handout was included in the Board packet, which mentioned the revenue & expense numbers from the Juried Show. He believed there was a wonderful turnout for the event and noted that he has heard many positive comments about the show.

Chair Bouassida questioned when promotion for the next Juried Art Show would occur.

Member Lappin stated that she is Chairing the event in the next year and will begin to work with Anne Spooner in the near future.

E. Membership

Member Lappin reviewed the membership numbers for the month. She believed that membership, as a whole, should be reviewed once an Executive Director is selected. She explained that changes could be made and suggested reviewing benefits offered to members of other art organizations to determine what could be used by the EAC, such as providing a gift shop discount to members during a specified month or day. She believed that the winter months would be the best time to review membership and noted that the changes could be implemented in the spring.

Member La Valleur asked for information in regard to Facebook during the summer months.

Mr. Frey stated that his focus had been on the Sutton Report during the summer months and he did notice that information was missing from the Report.

F. Public Art Committee

Member La Valleur reported that the Committee has gained three new members, which were approved at the September meeting of the EPAC, and brings the total membership for the Committee to nine and includes one student member. She summarized the information included in her written Report highlighting the vandalism issue, possible funding available for lighting and cameras, an update on the tours of The Promenade process, and a recently conducted tour.

Member McCabe suggested holding the tours on an as desired basis for the winter months, explaining that interested parties could call to schedule a tour.

Member La Vallieur noted that she recently co-hosted, with EPAC member Pat Beaver, an open house for former EPAC Lois Ring. The event was held at the home of Pat & Bernie Beaver, and well attended.

VII. Correspondence and Petitions

Chair Bouassida asked if there was any correspondence or petitions. None voiced.

VIII. Chair and Board Member Comments

No comments made.

IX. Staff Comments

A. Director's Report

Mr. Frey advised that the presence on Facebook increases with the number of posts created by the Art Center, noting that the numbers of fans continue to increase. He noted that the numbers in regard to the amount of gallery work sold following the Juried Show are lower than previous years. He advised of a conversation he had with a local journalist in regard to the Sutton Report and noted that Board Members may receive similar calls in regard to the Report.

Member Raeuchle suggested using a pricing consultant for the next Juried Show that could assist in setting appropriate prices for the works of art. He noted tonight he will be attending a Town Hall meeting in St. Louis Park that will feature discussion regarding art and culture and advised that he will provide an update at the next meeting.

X. Adjournment

The meeting was adjourned by the Chair at 5:44 p.m.